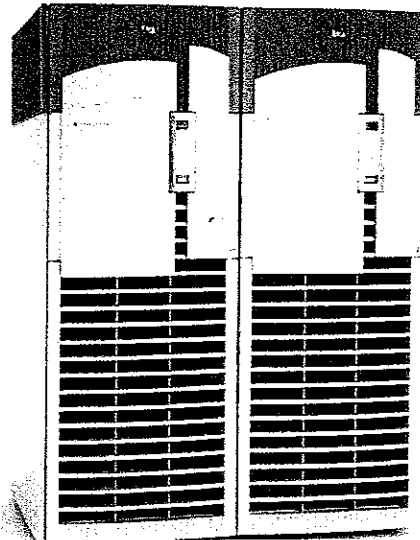


success story



amazon.com



Amazon.com
surges ahead with
hp superdome

"We've been very pleased with what we've seen so far with our Superdome data warehouse. Today, we run approximately two and a half times the number of queries than we did last year. Our data set has virtually doubled in that time and the overall time we spend performing the work has decreased by 20%!"

Mark Dunlap
Director of Data Warehousing
Amazon.com

As we expand the scope and volume of the data warehouse, the system becomes increasingly critical to our business. Amazon.com, with help from Hewlett-Packard Company, is on the leading edge of how people think about data warehouses today – we are bringing the benefits of the data warehouse to Amazon.com customers.

an Amazon-sized challenge

Amazon.com is an online retailer of books, toys, music, DVDs, housewares and a variety of other products. Its services are aimed primarily at the consumer – the person who goes online and uses Amazon.com's website to find a product.

"We're different from other online retailers in that we have a technology base that allows customers to find, discover and glean out of hundreds of millions of products, those that really interest them," remarked Rick Dalzell, Amazon.com's chief information officer. "We have one of the largest data warehouses in the world. It's in the top five. And if you look at it in terms of raw data, it has to be number one or number two!"

Charlie Bell, vice president of technology infrastructure for Amazon.com, concurred, "The data warehouse at Amazon.com is the single place that we bring everything together. It has a centralized infrastructure that can be leveraged. The data warehouse gives us a single place that we can pull all the data together to improve service for our customers and lower our costs."

Mark Dunlap, director of data warehousing for Amazon.com, elaborated, "Amazon.com's big challenge with data warehousing is managing growth. We see our business growing at an incredible rate year over year! Likewise, our business is getting smarter about how we analyze and measure our business. When we looked for a data warehouse platform, we wanted to find a solution that would meet our needs today and scale to meet our requirements in the future."

hp meets the challenge

Since 1999, HP has been a primary component of Amazon.com's IT infrastructure

with tremendous success partly due to a track record of very high availability. So when the company decided to increase its data warehouse to meet current and future growth, it was natural to turn to its trusted partner, HP.

Dunlap recalled, "We had a very short migration cycle for our data warehouse – two months from the time we selected the platform until it was in full production running the Amazon.com data warehouse. In addition, we relocated the physical instance of the data warehouse to another computer facility across the country, so we had some long range issues to address, as well."

Bell noted, "HP Services came in and did a stellar job of making sure that every aspect of this migration was successful. Their onsite people were second to none. They did a great job of meeting our time-to-market demands. We had a tight working relationship between our team and HP's. In the end, the conversion went off without a hitch and we hit the milestone perfectly."

building on a scalable foundation

But there is much more to this entire story. At Amazon.com, the data warehouse is the central point for all of its data – including order data, customer data and inventory data – which supports user analysis. Consequently, the data warehouse is connected to almost every system in the company.

Dunlap recalled, "When Amazon.com started to expand our data warehouse, we looked for a platform that could support our large workload. We wanted a large symmetric multi-processing system. The HP Superdome provides that and more in terms of its capability."

Two large HP Superdome servers are at the heart of Amazon.com's data warehouse. Each Superdome runs a large Oracle database. One is used for a staging area and is connected to 17 Virtual Array 7100s. It prepares the data so it can be used for reports. The second Superdome is the actual data warehouse and is connected to 39 Virtual Array 7100s.

industry

on-line retailer

challenges

- **manage company's growth**
- **increase size of existing data warehouse to current and future growth**
- **complete migration cycle from platform selection to production in two months**
- **relocate physical instance of data warehouse to another solution center**

solution

- **HP Superdome servers**
- **HP SureStore Virtual Array 7100**
- **HP Critical Systems Support**

results

- **Amazon.com handles 2½ times the number of queries as one year ago**
- **data has doubled**
- **time responding to queries decreased 20%**
- **ability to move 3-4GB per second**
- **24x7 availability**

"We were impressed by the scalability of the Superdome," said Dunlap. "Beyond its scalability, the Superdome also has a wide range of options so we could deploy a system to meet our financial needs today and have an infrastructure in place that we could grow into in the future."

nuts and bolts of terabytes

Today, Amazon.com runs nearly 100 processors on the Superdomes to meet its current needs, and has IO capacity for additional growth.

In selecting storage for its data warehouse, Amazon.com had three important criteria: a competitive price per terabyte; the ability to move large IO; and a high level of availability.

"The VA 7100s really met all three of the criteria. The price/performance was extremely competitive; the availability of the data with autoraid is superb; and we're able to pull 3-4 gigabytes of data per second off the 7100 arrays!" Dunlap boasted.

data flow

The front-end of Amazon.com's data warehouse is a collection of HP LT6000 Intel-based Linux servers. The Linux systems support our extract, transform and load processing and also support our User Interface.

"The User Interface provides our users the ability to analyze the data that is stored in the warehouse," Dunlap explained. "On a typical day, we will run thousands of queries some 'canned,' most ad hoc-our query workload is dynamic and extremely large!"

metrics of performance

On a daily basis, Dunlap confided the performance of Amazon.com's data warehouse is challenged by moving, "Literally terabytes of data from the disk to the system."

He continued, "With the Superdome and the VA 7100s, we've built a system that can move large volumes of data quickly into and out of the Oracle database so our users can analyze it. The performance we're seeing is second to none." Because the performance of its data warehouse is the basis of its

service level agreement with its end users, Amazon.com measures and monitors its performance closely.

Dunlap commented, "We've been very pleased with what we've seen so far with our Superdome data warehouse. Today, we run approximately two and a half times the number of queries than we did last year. Our data set has virtually doubled in that time and the overall time we spend performing the work has actually decreased by 20%!"

always-on availability

Because the very nature of Amazon.com's business is 24x7, availability was – and continues to be – a significant concern. Like the continually flowing river the company is named after, Amazon.com produces and uses data around the clock.

Bell noted, "These systems are not traditional data warehouse systems. They carry availability requirements more similar to on-line transaction processing (OLTP) systems."

"It is important that our data warehouse is 'always on' and always there for business," Dunlap remarked. "We wanted each component to be fault tolerant, with no single point of failure. The VA 7100s are architected with primary and secondary paths so if one path goes down, the VA7100 will fail-over to the second path. From the disk-sub-system all the way up through the software we have implemented, the entire system has been architected to make sure that the data warehouse is available to the business when we need it, as we need it."

Bell added, "The Superdome architecture is extremely reliable and cost effective. We've actually been able to manage the environment with fewer people and the availability is always there."

In addition to the sheer performance and strength of Superdome and the VA 7100s, Amazon.com also has HP's Critical Systems Support with on-site engineers. Dunlap described this support as "invaluable," admitting that the few problems Amazon.com did experience were resolved quickly without any discernible impact on production.

"Hewlett-Packard is an important partner to us in building out the data warehouse that we need for our technology platform. What makes them so important – beyond the technology – is that HP has invested in Amazon.com and is really interested in our success. HP is a very important component of our business and a highly valued partner. In fact, today, HP is in over 90% of the applications we have at Amazon.com."

Rick Dalzell
Chief Information Officer
Amazon.com

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www.amazon.co.uk

www.amazon.de

www.amazon.fr

www.amazon.co.jp



depth of relationship

Bell concluded by reflecting on HP's role at Amazon.com. "When we looked at strategic partners to work with us on our infrastructure, we knew that the relationship would be deep. That company would have to be willing to work with us – not just as a supplier, but as partners with our engineering teams as well as our operational and support teams. HP amazes us at every step of the way. They go beyond what we ask for, deliver things ahead of schedule and put people on task quickly. But, the most important thing is they really have become part of our team, sharing our goals and really caring about our business."

For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: <http://www.hp.com>



customer at a glance: **amazon.com.**

company: Amazon.com

headquarters: Seattle, WA

founded: 1995

employees: 7,200 throughout the United States, Germany, France, Japan and the UK

net sales for Q3 2001: \$639 million

URL: www.amazon.com

about Amazon.com: Amazon.com opened its virtual doors on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com and sellers list millions of unique new and used items in categories such as electronics, computers, kitchen and housewares, books, music, DVDs, videos, camera and photo items, toys, baby and baby registry, software, computer and video games, cell phones and service, tools and hardware, travel services, and outdoor living products. Through Amazon Marketplace, zShops and Auctions, any business or individual can sell virtually anything to Amazon.com's more than 38 million customers (cumulative customer accounts). Amazon.com operates four international Web sites: www.amazon.co.uk, www.amazon.de, www.amazon.fr and www.amazon.co.jp.

solution highlights

- **2 HP SuperDome Servers with 64 processors**
- **56 HP SureStore Virtual Array 7100s for failover**
- **2 Oracle databases**
- **HP LT6000 Intel-based Linux server for front end**
- **HP Critical System Support**

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in
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Outdoors

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Instant Order Update for Leo Merken:

Open Orders

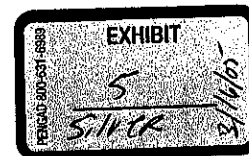
These orders contain items that have not yet shipped. Click below to make changes.

- Order placed on March 7 -- [view or change order](#).
- Order placed on January 30 -- [view or change order](#).

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View by Order

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- [Change billing address](#)
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- [Change payment method](#)
- [Combine orders](#)
- [Add items](#)
- [Return items](#)
- [Edit gift options](#)
- [Download items from your digital locker](#)



View by Item

Account Settings

Personal Information

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- [Update your communication preferences](#)
- [Change your birthday](#)
- [Forgot your password?](#)
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- [View or change your 1-Click settings](#)

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- [Your seller account](#)

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- [CarsDirect.com](#)
- [Ofoto.com](#)

http://www.amazon.com/exec/obidos/account-access-login/ref=top_nav_ya_checkout/103-0229784-0434203

3/11/2003

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- [Apply a gift certificate to your account](#)
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Your Orders

Order Date: March 7, 2005
Order #: 103-7270421-0982236
Recipient: Leo Merken

Items:

- 1 of: East, West : Stories
- 1 of: Haroun and the Sea of Stories

[View or change order](#)

Order Date: January 30, 2005
Order #: 002-5348105-2090448
Recipient: Leo Merken

Items:

- 1 of: Harry Potter and the Half-Blood Prince (Book 6)

[View or change order](#)

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**Most Wished
For Items**

[Your Account](#) > [Where's My Stuff?](#) > **Order Summary #103-7270421-0982236**

Order Placed: March 7, 2005

Order Total: \$25.19

When will your items arrive?

Not Yet Shipped: 2 items - delivery estimate: March 12, 2005 - March 15, 2005

Not Yet Shipped

[Need to cancel an item?](#)

Shipping estimate: March 9, 2005

Delivery estimate: March 12, 2005 - March 15, 2005 ([More about estimates](#))

Shipping Address:

Leo Merken
201 West 89th Street
Apartment 7G
New York, NY 10024
United States

Items Ordered

1 of: **East, West : Stories** [Paperback]

By: SALMAN RUSHDIE

- 1 item(s) Gift options: None

Price

\$9.71

1 of: **Haroun and the Sea of Stories** [Paperback]

By: Salman Rushdie

- 1 item(s) Gift options: None

\$10.50

Shipping Speed:

Standard Shipping

Shipping Preference:

Group my items into as few
shipments as possible

Payment Information

[Need to print an invoice?](#)

Payment Method: [Change](#)

MasterCard | Last 5 digits: 62612

Item(s) Subtotal: \$20.21

Shipping & Handling: \$4.98

Total Before Tax: \$25.19

Billing Address:

Leo Merken

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<https://www.amazon.com/gp/css/summary/edit.html/103-0229784-0434203?%5Fencoding=UTF8&orderID=103-7270421-0982236>

3/11/2005

201 West 89th Street
Apartment 7G
New York, NY 10024
United States

Estimated Tax: \$0.00

Grand Total: \$25.19

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[Your Account](#) > [Where's My Stuff?](#) > **Order Summary #002-5348105-2090448**

Order Placed: January 30, 2005

Order Total: \$21.98

When will your items arrive?

Not Yet Shipped: 1 item - delivery estimate: July 16, 2005

Not Yet Shipped

[Need to cancel an item?](#)

Shipping estimate: July 15, 2005

Delivery estimate: July 16, 2005 ([More about estimates](#))

Shipping Address: [Change](#)

Leo Merken
201 West 89th Street
Apartment 7G
New York, NY 10024
United States

Items Ordered

1 of: **Harry Potter and the Half-Blood Prince (Book 6)** [Hardcover]

By: J. K. Rowling, Mary GrandPré (Illustrator)

- 1 item(s) Gift options: None [Change](#)

Price
\$17.99

Shipping Speed: [Change](#)

Standard Shipping

Shipping Preference:

Group my items into as few shipments as possible

Payment Information

Payment Method: [Change](#)

MasterCard | Last 5 digits: 44968

Billing Address: [Change](#)

[Need to print an invoice?](#)

Item(s) Subtotal: \$17.99
Shipping & Handling: \$3.99

<https://www.amazon.com/gp/css/summary/edit.html/103-0229784-04342032%5Fencoding=UTF8&orderID=002-5348105-2090448>

3/7/2005

Leo Merken
201 West 89th Street
Apartment 7G
New York, NY 10024
United States

Total Before Tax: \$21.98

Estimated Tax: \$0.00

Grand Total: \$21.98

Want to use a gift certificate?

Enter code here, then click "Apply":

Note: Promotional certificates and gift cards may be redeemed only when the order is originally placed. Also, you can apply gift certificate balances only to items listed as "not yet shipped."

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Search the Help Department

Enter one or more keywords. (Example: gift certificate)

Reviewing & Changing Your Orders

You can review the details and status of any order you have placed via Your Account. For orders that have already been shipped, you can confirm the date and method of shipment, an estimated date of arrival, and a tracking number, if applicable.

You can make changes to Amazon.com-fulfilled orders that have not yet entered the shipping process; however, you cannot change orders placed through Amazon Marketplace*, or with a merchant operating on the Amazon.com Web site, such as Lands' End or JCPenney.)

Please note: Whenever you make a change to an order via Your Account, such as modifying the shipping options, address, or items, our system re-evaluates our inventory to determine the best fulfillment plan for your order given the new information. Therefore, any changes you make may affect the estimated delivery date for your order.

Due to the volume of packages we ship each day, it is impossible to locate and make changes to any package once it has entered the shipping process.

Click the links to the left for more information, or click the link at the top of this page to visit Your Account. We'll ask you to sign in with the e-mail address and password associated with your account. If you forgot your password, we can help [you get a new one](#).

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```

1 <html>
2 <head>
3 <title>Amazon.com: Recommended For You</title>
4
5 <style type="text/css"><!--
6 .serif { font-family: times,serif; font-size: medium; }
7 .sans { font-family: verdana,arial,helvetica,sans-serif; font-size:
8 medium; }
9 .small { font-family: verdana,arial,helvetica,sans-serif; font-size:
10 small; }
11 .h1 { font-family: verdana,arial,helvetica,sans-serif; color: #CC6600;
12 font-size: medium; }
13 .h3color { font-family: verdana,arial,helvetica,sans-serif; color:
14 #CC6600; font-size: small; }
15 .tiny { font-family: verdana,arial,helvetica,sans-serif; font-size: x-
16 small; }
17 .websearch-string {font-family: verdana,arial,helvetica,sans-serif; font-
18 size: x-small; }
19 .listprice { font-family: arial,verdana,sans-serif; text-decoration: line-
20 through; font-size: small; }
21 .price { font-family: verdana,arial,helvetica,sans-serif; color: #990000;
22 font-size: small; }
23 .tinyprice { font-family: verdana,arial,helvetica,sans-serif; color:
24 #990000; font-size: x-small; }
25 .attention { background-color: #FFFFD5; }
26 .eyebrow {font-family: verdana,arial,helvetica,sans-serif; font-size:
27 10px; font-weight: bold; text-transform: uppercase; text-decoration: none;
28 color: #FFFFFF;}
29 A.eyebrow:link { text-decoration: none;}
30 .breadcrumb {font-family: verdana,arial,helvetica,sans-serif;font-size:
31 small;font-weight:bold;}
32 .breadcrumb-node {font-family: verdana,arial,helvetica,sans-serif;font-
33 size: small;font-weight: bold;color: #CC6600;}
34 .horizontal-search {font-weight: bold; font-size: medium; color: #FFFFFF;
35 font-family: verdana,arial,helvetica,sans-serif;}
36 .horizontal-websearch {font-size: x-small; font-
37 family:verdana,arial,helvetica,sans-serif;padding-left: 12px;}
38 .horizontal-advanced-websearch {font-size: x-small; color: #ffffff; font-
39 family:verdana,arial,helvetica,sans-serif; text-decoration: none}
40 A.horizontal-advanced-websearch:hover {text-decoration: underline}
41 .topnav { font-family: verdana,arial,helvetica,sans-serif; font-size:
42 12px; text-decoration: none; }
43 .topnav A:link, .topnav A:visited { text-decoration: none; color: #003399;
44 }
45 .topnav A:hover { text-decoration: none; color: #CC6600; }
46 .topnav-active A:link, .topnav-active A:visited { font-family:
47 verdana,arial,helvetica,sans-serif; font-size: 12px; color: #CC6600; text-
48 decoration: none; }
49 .tabon a, .tabon a:visited { font-size: 10px; color: #FFCC66; font-family:
50 verdana,arial,helvetica,sans-serif; text-decoration: none; text-transform:
51 uppercase; font-weight: bold; line-height: 10px; }
52 .taboff a, .taboff a:visited { font-size: 10px; color: #000000; font-
53 family: verdana,arial,helvetica,sans-serif; text-decoration: none; text-
54 transform: uppercase; font-weight: bold; line-height: 10px; }
55 .tabon a:hover, .taboff a:hover { text-decoration: underline; }

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1 .tabon div, .taboff div { margin-top: 7px; margin-left: 9px; margin-
2 bottom: 5px; }
3 .popover-tiny { font-size: x-small; font-family:
4 verdana,arial,Helvetica,sans-serif; }
5 .popover-tiny a, .popover-tiny a:visited { text-decoration: none; color:
6 #003399; }
7 .popover-tiny a:hover { text-decoration: none; color: #CC6600; }
8 .indent { margin-left: 1em; }
9 .half { font-size: .5em; }
10 .list div { margin-bottom: 0.25em; text-decoration: none; }
11 .hr-center { margin: 15px; border-top-width: 1px; border-right-width: 1px;
12 border-bottom-width: 1px; border-left-width: 1px; border-top-style:
13 dotted; border-right-style: none; border-bottom-style: none; border-left-
14 style: none; border-top-color: #999999; border-right-color: #999999;
15 border-bottom-color: #999999; border-left-color: #999999; }
16 .divider { border-top: 1px dashed #cc9; }
17
18 --></style>
19 </head>
20
21 <body bgcolor="#FFFFFF" link="#003399" alink="#FF9933" vlink="#996633"
22 topmargin=0 text="#000000" >
23
24 <a name="top"></a>
25
26 <map name="right_top_nav_map">
27 <area shape="rect"
28 href=http://www.amazon.com/gp/cart/view.html/ref=top_nav_sb_yourstore/103-
29 5719040-0699022 coords="0,0,80,21">
30
31 <area shape="rect"
32 href=http://www.amazon.com/gp/registry/registry.html/ref=cm_wl_topnav_your
33 store/103-5719040-0699022?type=wishlist coords="85,0,151,21"
34 id="topnav_wishlist">
35
36 <area shape="rect" href=/exec/obidos/account-access-
37 login/ref=top_nav_ya_yourstore/103-5719040-0699022 coords="155,0,256,21">
38
39 <area shape="rect" href=/exec/obidos/tg/browse/-
40 /508510/ref=top_nav_hp_yourstore/103-5719040-0699022
41 coords="260,0,299,21">
42 </map>
43
44 <table border=0 width=100% cellpadding=0 cellspacing=0>
45
46 <script>
47 preloadedimages = new Array();
48 function images_preload() {
49 for (i = 0; i < images_preload.arguments.length; i++)
50 {
51 preloadedimages[images_preload.arguments[i]] = new Image();
52 preloadedimages[images_preload.arguments[i]].src
53 = images_preload.arguments[i];
54 }
55 }
56 function images_preload_with_base() {
```



```

1  base = images_preload_with_base.arguments[0];
2  for (i = 1; i < images_preload_with_base.arguments.length; i++)
3  {
4  image_name = images_preload_with_base.arguments[i];
5  preloadedimages[image_name] = new Image();
6  preloadedimages[image_name].src = base + image_name;
7  }
8  }
9  function replace_image(slot, image) {
10 document.images[slot].src = preloadedimages[image].src;
11 }
12 </script>
13
14 <map name="logo_nav_map">
15 <area shape="rect" coords="0,0,108,29"
16 href=/exec/obidos/subst/home/redirect.html/ref=nh_yourstore/103-5719040-
17 0699022
18 onmouseout="replace_image('Image48','http://g-
19 images.amazon.com/images/G/01/associates/navbar2000/amzn_a9_mo_anim.gif')"
20 onmouseover="replace_image('Image48','http://g-
21 images.amazon.com/images/G/01/associates/navbar2000/amzn_a9_mo_swap.gif')"
22 />
23 <area shape="rect"
24 href="http://www.amazon.com/gp/xs/sharethepi.html/ref=lty_info_logo/103-
25 5719040-0699022" target="AmazonHelp" onclick="return
26 amz_js_PopWin('http://www.amazon.com/gp/xs/sharethepi.html/ref=lty_info_lo
27 go/103-5719040-
28 0699022','AmazonHelp','width=680,height=450,resizable=1,scrollbars=1,toolb
29 ar=1,status=1');" coords="0,29,108,43"
30 onmouseout="replace_image('Image48','http://g-
31 images.amazon.com/images/G/01/associates/navbar2000/amzn_a9_mo_anim.gif')"
32 onmouseover="replace_image('Image48','http://g-
33 images.amazon.com/images/G/01/associates/navbar2000/amzn_a9_mo_swap.gif')"
34 />
35 <area shape="rect"
36 href="http://www.amazon.com/gp/xs/sharethepi.html/ref=lty_info_logo/103-
37 5719040-0699022" target="AmazonHelp" onclick="return
38 amz_js_PopWin('http://www.amazon.com/gp/xs/sharethepi.html/ref=lty_info_lo
39 go/103-5719040-
40 0699022','AmazonHelp','width=680,height=450,resizable=1,scrollbars=1,toolb
41 ar=1,status=1');" coords="108,0,148,43"
42 onmouseout="replace_image('Image48','http://g-
43 images.amazon.com/images/G/01/associates/navbar2000/amzn_a9_mo_anim.gif')"
44 onmouseover="replace_image('Image48','http://g-
45 images.amazon.com/images/G/01/associates/navbar2000/amzn_a9_mo_swap.gif')"
46 />
47 </map>
48
49 <tr>
50 <td width=100%>
51 <center>
52
53 <table width=100% border=0 cellpadding=0 cellspacing=0 vspace=0>
54 <tr>
55 <td width=25% rowspan=2 valign="bottom">
56

```

```

1      <div class="small">
2
3      <script language="Javascript1.1" type="text/javascript">
4      <!--
5      function PopWinA(url,name,options) {
6      var ContextWindow = window.open(url,name,options);
7      ContextWindow.opener = this;
8      ContextWindow.focus();
9      }
10     //-->
11     </script>
12     <map name=sg_beta_image_map>
13     <area shape=rect coords="31,60,124,74"
14     href="/exec/obidos/subst/misc/sporting-goods-beta-launch-no-link-pop-
15     up.html/103-5719040-0699022?ref=gw_br_sg" >
16     <area shape="rect" coords="1,1,130,75"
17     href=http://www.amazon.com/exec/obidos/am/103-5719040-
18     0699022?p=http%3A%2F%2Fwww.amazon.com%2Fgp%2Fbrowse.html%2Fref%3Dsg%5Fspec
19     ial%5Ftab%5F185516%2F103%2D5719040%2D0699022%3Fnode%3D3375251&l=821493&c=1
20     85516&i=18850&hmac=9A1681A8F566E43DAD5006D335AA9360C8B9767E>
21     </map>
22
23     
26
27     </div>
28     </td>
29
30     <td align=left valign=bottom>
31
32     <a href=/exec/obidos/subst/home/redirect.html/ref=nh_yourstore/103-
33     5719040-0699022></a>
36     </td>
37
38     <td valign=bottom><font size=2 style="font-size:16px;">&nbsp;<br></font><a
39     href="/exec/obidos/tg/browse/-/1036592/ref=tab_xs_ap_4/103-5719040-
40     0699022"></a></font></td>
42
43     <td align=right>
44
45     <table cellpadding="0" cellspacing="0"><tr><td valign="bottom"></td></tr>
50     </table>
51     </td>
52     <td align=right rowspan=2 width=25%>
53
54     <div class="small">
55
56     <script language="javascript">

```

```

1      xs_is_ns = 0;
2      xs_is_ie = 0;
3      xs_bname = navigator.appName;
4      xs_bver = navigator.appVersion;
5      xs_bcode = navigator.appCodeName;
6      var xs_bver_obidos = "5";
7      xs_bplat = navigator.platform;
8      var xs_showContent = 0;
9      var xs_content_timeout;
10     var xs_content_location;
11     if (xs_bver_obidos >= 4) {
12     xs_show();
13     }
14     function xs_show() {
15     if ((xs_bplat.indexOf("MacPPC") != -1) && (xs_bver.indexOf("MSIE") != -1)
16     && ( xs_bver.indexOf("5.0") != -1 )) {
17     xs_is_ie = 1;
18     xs_showContent = 1;
19     }
20     if ((xs_bplat.indexOf("MacPPC") != -1) && ( (xs_bver.indexOf("Netscape")
21     != -1) || (xs_bver.indexOf("Gecko") != -1) || (xs_bcode.indexOf("Mozilla")
22     != -1) ) && ( xs_bver.indexOf("5.0") != -1 )) {
23     xs_is_ns = 1;
24     xs_showContent = 1;
25     }
26     if (xs_bplat.indexOf("Win32") != -1 ) {
27     if ( ( xs_bver.indexOf("MSIE") > 0 ) && ( xs_bver_obidos >= 4 ) ) {
28     xs_is_ie = 1;
29     xs_showContent = 1;
30     }
31     if ( ( xs_bname.indexOf("Netscape") != -1 ) && ( xs_bver_obidos >= 5 ) ) {
32     xs_is_ns = 1;
33     xs_showContent = 1;
34     }
35     }
36     }
37     function xs_toggle_pop(action){
38     if (xs_is_ie == 1) {
39     if (action == 1) {
40     clearTimeout(xs_content_timeout);
41     xs_content_location = document.body.clientWidth - 200;
42     document.all['xs_pop_content'].style.left = xs_content_location;
43     document.all['xs_pop_content'].style.visibility = 'visible';
44     }
45     if (action == 0) {
46     xs_content_timeout =
47     setTimeout("document.all['xs_pop_content'].style.visibility =
48     'hidden';",2000);
49     }
50     }
51     if (xs_is_ns == 1) {
52     if (action == 1) {
53     clearTimeout(xs_content_timeout);
54     xs_content_location = document.body.clientWidth - 200;
55     document.getElementById('xs_pop_content').style.left =
56     xs_content_location;

```

```

1  document.getElementById('xs_pop_content').style.visibility = 'visible';
2  }
3  if (action == 0) {
4  xs_content_timeout =
5  setTimeout("document.getElementById('xs_pop_content').style.visibility
6  ='hidden';",2000);
7  }
8  }
9  }
10 </script>
11
12 <table border=0 cellspacing=0 cellpadding=0><tr><td>
13 <a href="http://www.amazon.com/exec/obidos/am/103-5719040-
14 0699022?p=tag%2Fzg%2F%2D%2F03%2Ftoy%2Fref%3Dpd%5Fzg%5Fcam%5Frt%5Fmw%5Ftoy1%
15 5Fbu%2F&l=821492&c=182204&i=18850&s=1"></a></td></tr></table>
18
19 </div>
20 </td>
21 </tr>
22
23 <tr valign=bottom>
24
25 <td align=right><noabr>
26
27 <a href=/exec/obidos/subst/home/home.html/ref%3Dtab%5Ffr%5Fgw%5F1/103-
28 5719040-0699022></a><a
31  href=/exec/obidos/tg/stores/your/store-home/-
32  /0/ref%3Dpd%5Fysl%5Ffr%5Ffr%5F2/103-5719040-0699022></a><a href=/exec/obidos/tg/browse/-
36  /283155/ref%3Dtab%5Ffr%5Fb%5F3/103-5719040-0699022></a></noabr></td><td
39  colspan=2><noabr><a href=/exec/obidos/tg/browse/-
40  /1036592/ref%3Dtab%5Ffr%5Fap%5F4/103-5719040-0699022></a><a href=/exec/obidos/tg/browse/-
43  /172282/ref%3Dtab%5Ffr%5Ffe%5F5/103-5719040-0699022></a><a
46  href=/exec/obidos/tg/browse/-/171280/ref%3Dtab%5Ffr%5Ft%5F6/103-5719040-
47  0699022></a><a
50  href=/exec/obidos/tg/browse/-/5174/ref%3Dtab%5Ffr%5Fm%5F7/103-5719040-
51  0699022></a><a
54  href=/exec/obidos/tg/browse/-/130/ref%3Dtab%5Ffr%5Fd%5F8/103-5719040-
55  0699022></a><a
2      href=http://www.amazon.com/exec/obidos/subst/home/all-
3      stores.html/ref%3Dtab_gw_storesdirectory/103-5719040-0699022></a></nobr></td>
6
7      </tr>
8      </table>
9      </center>
10     </td>
11     </tr>
12
13     <tr align=center bgcolor=#006699>
14
15     <td><div id="std_subnav" style="display:''">
16
17     <style type="text/css">
18     <!--
19     .subnav {
20     font-family: Verdana, Arial, Helvetica, sans-serif;
21     font-size: 9px;
22     line-height: 10px;
23     font-weight: bold;
24     text-transform: uppercase;
25     color: #FFFFFFF;
26     }
27     .currentlink {
28     font-family: Verdana, Arial, Helvetica, sans-serif;
29     font-size: 9px;
30     line-height: 10px;
31     font-weight: bold;
32     text-transform: uppercase;
33     color: #FFCC66;
34     text-decoration: none;}
35     A.subnav:link {
36     text-decoration: none;
37     }
38     A.subnav:visited {
39     text-decoration: none;
40     }
41     A.subnav:hover {
42     text-decoration: underline;
43     }
44     -->
45     </style>
46
47     <table width="100%" border="0" cellspacing="0" cellpadding="0">
48     <tr>
49
50     <td align="center" bgcolor=#006699 height="28">
51
52     <table border="0" cellspacing="0" cellpadding="0">
53     <tr align="center">
54

```

[Recommendations](http://www.amazon.com/exec/obidos/tg/stores/your/rec-wizard/-/ys/ref=pd_ys_nav_rw/103-5719040-0699022) Wizard | <td>Improve Your
Recommendations</td> | [Friends & Favorites](http://www.amazon.com/exec/obidos/subst/community/community-home.html/ref=pd_ys_nav_com/103-5719040-0699022) | [About You](http://www.amazon.com/exec/obidos/tg/cm/member-glance/-/self/ref=pd_ys_nav_aya/103-5719040-0699022) Area | [Learn More](http://www.amazon.com/exec/obidos/tg/browse/-/13316081/ref=pd_ys_nav_help/103-5719040-0699022) |

</table>

</div></td>

```
<tr align=center bgcolor=#EEEECC>
<td>
```

<TR>

 <TD valign=middle align=left> |

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      <table align=left border=0 cellpadding=0 cellspacing=0><tr
2      valign=middle><td>
3      <noBr>
4      <font face=verdana,arial,helvetica size=-1>
5      <b>Search</b> All Products:
6      <input type=hidden name=index value=blended>
7      <input type="text" name="field-keywords" size=14>
8      <input type="image" height=21 width=21 border=0 value="Go" name="Go"
9      src="http://g-images.amazon.com/images/G/01/v9/search-browse/go-
10     button.gif" align=absmiddle>
11     </font>
12     </noBr>
13     </td></tr></table>
14
15     </TD>
16     </form>
17     <form method="post" action="/exec/obidos/redirect-to-path/103-5719040-
18     0699022">
19     <TD valign=middle align=right>
20     <font face=verdana,arial,helvetica size=-1>
21     <b>Browse: </b>
22     <select name="obidos-path">
23     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
24     /283155">Books</option>
25     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
26     /5174">Music</option>
27     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
28     /130">DVD</option>
29     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
30     /404274">VHS</option>
31     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
32     /1036592">Apparel</option>
33     <option value="http://www.amazon.com/exec/obidos/tg/browse/-/562436">Movie
34     Showtimes</option>
35     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
36     /172282">Electronics</option>
37     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
38     /502394">Camera & Photo</option>
39     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
40     /229543">Software</option>
41     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
42     /285180">Toys</option>
43     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
44     /605012">Travel</option>
45     <option value="http://www.amazon.com/exec/obidos/tg/browse/-/540744">Baby
46     Products</option>
47     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
48     /468642">Computer & Video Games</option>
49     <option value="http://www.amazon.com/exec/obidos/tg/browse/-/228013">Tools
50     & Hardware</option>
51     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
52     /289962">Outdoor Living</option>
53     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
54     /284507">Kitchen & Housewares</option>
55     <option value="http://www.amazon.com/exec/obidos/tg/browse/-
56     /3367581">Jewelry & Watches</option>

```

```

1 <option value="http://www.amazon.com/exec/obidos/tg/browse/-
2 /3370831">Gourmet Food Beta</option>
3 <option value="http://www.amazon.com/exec/obidos/tg/browse/-
4 /3760911">Beauty Beta</option>
5 <option value="http://www.amazon.com/exec/obidos/tg/browse/-
6 /11091801">Musical Instruments Beta</option>
7 <option value="http://www.amazon.com/exec/obidos/tg/browse/-
8 /3375251">Sports & Outdoors</option>
9 <option value="http://www.amazon.com/exec/obidos/tg/browse/-
10 /599858">Magazine Subscriptions</option>
11 <option value="http://www.amazon.com/exec/obidos/tg/browse/-/301185">Cell
12 Phones</option>
13 <option value="http://www.amazon.com/exec/obidos/tg/browse/-
14 /517808">Outlet</option>
15 <option
16 value="http://www.amazon.com/exec/obidos/subst/cards/home/home.html">e-
17 Cards</option>
18 <option
19 value="http://s1.amazon.com/exec/varzea/subst/home/home.html">Auctions</op
20 tion>
21 <option
22 value="http://s1.amazon.com/exec/varzea/subst/home/fixed.html">zShops</opt
23 ion>
24 </select>
25
26 <input type="image" height=21 width=21 border=0 value="Go" name="Go"
27 src="http://g-images.amazon.com/images/G/01/v9/search-browse/go-
28 button.gif" align=absmiddle>
29 </font>
30 </TD>
31 </form>
32 </TR>
33 </TABLE>
34 </td>
35 </tr>
36 </table>
37
38 <div style="background-color: #ffd;text-align: center">
39 <div class="small">
40 Like what you see here? Come directly to Your Store by visiting <a
41 href=http://www.amazon.com/exec/obidos/am/103-5719040-
42 0699022?p=http%3A%2F%2Fmy.amazon.com%2F&l=1196323&c=183589&i=18850&hmac=64
43 F85D2A43666C38E5B4BC8E9120D1E031D54C94>my.amazon.com</a>
44 </div>
45 </div>
46
47 <p><b class="h1">Recommended for Peter M Martin</b> <span class="tiny">(If
48 you're not Peter M Martin, <a href="/exec/obidos/flex-sign-
49 in/ref=pd_nr_nav_signin/103-5719040-0699022?opt=oa&page=recs/sign-in-
50 secure.html&response=tg/stores/your/store-home/-/0">click
51 here</a>.)</span></p>
52
53 <table width="100%">
54 <tr>
55 <td valign="top" width="170">
56

```


HTML associated with Amazon.com "Recommended for Peter M. Martin" page (Exhibit 42)

```

1 <table border="0" cellspacing="0" cellpadding="0">
2 <tr valign="bottom">
3 <td><table width="100%" border="0" cellspacing="0" cellpadding="0">
4 <tr valign="top" bgcolor=#006699>
5 <td width="5"></td>
8 <td><table border="0" cellspacing="3" cellpadding="0">
9 <tr>
10 <td valign="bottom" align="left" class="eyebrow">BROWSE RECOMMENDED</td>
11 </tr>
12 </table>
13 </td>
14 <td width="5" align="right"></td>
17 </tr>
18 </table>
19 </td>
20 </tr>
21 <tr valign=top align=center>
22 <td><table width="100%" cellspacing="2" style="border: 1px solid #cccc99">
23
24 <tr><td colspan="2" class="h3color"><b>Just for Today</b></td></tr>
25 <tr>
26 <td colspan="2" class="small"><span class="tiny">&#8226</span> <a
27 href="/exec/obidos/tg/stores/your/store-home/-/pym/ref=pd_ys_nav_pym/103-
28 5719040-0699022">Page You Made</a> <span class="tiny">(20)</span></td>
29 </tr>
30
31 <tr>
32 <td colspan="2" class="small"><span class="tiny">&#8226</span> <a
33 href="/exec/obidos/tg/stores/your/watch-list/-/1/ref=pd_ys_nav_watch/103-
34 5719040-0699022">Your Watch List</a> <small>(Beta)</small></td>
35 </tr>
36
37 <tr><td colspan="2" height="12"></td></tr>
38
39 <tr><td colspan="2" class="h3color"><b>Recommendations</b></td></tr>
40
41 <tr><td colspan="2">
42 <table width="100%" cellspacing="0" cellpadding="0"><tr><td
43 class="small"><b style="color: #666666">Your Favorites</b></td>
44 <td align="right" class="tiny"><a href="/exec/obidos/flex-sign-
45 in/ref=pd_ys_nav_editfavs/103-5719040-
46 0699022?page=personalization/favorites/favorites-sign-in-
47 secure.html&response=favorites-edit/personalization/favorites/edit-
48 areas.html&pass_through=product-group-id.gateway.js&method=GET"></a></td></tr></table>
51 </td></tr>
52
53 <tr><td class="tiny" valign="top">&#8226</td>
54 <td class="small" valign="top">
55 <a href="/exec/obidos/tg/stores/your/store-home/-
56 /0/books/ref=pd_ys_nav_fav_b/103-5719040-0699022">Books</a>

```

```

1      </td></tr>
2
3      <tr><td colspan="2" height="12"></td></tr>
4      <tr><td colspan="2" class="small"><b style="color: #666666">More
5      Stores</b></td></tr>
6
7      <tr><td class="tiny" valign="top">&#8226</td>
8      <td class="small" valign="top">
9      <a href="/exec/obidos/tg/stores/your/store-home/-
10     /0/apparel/ref=pd_ys_nav_a/103-5719040-0699022">Apparel</a>
11     </td></tr>
12
13     <tr><td class="tiny" valign="top">&#8226</td>
14     <td class="small" valign="top">
15     <a href="/exec/obidos/tg/stores/your/store-home/-
16     /0/baby/ref=pd_ys_nav_ba/103-5719040-0699022">Baby</a>
17     </td></tr>
18
19     <tr><td class="tiny" valign="top">&#8226</td>
20     <td class="small" valign="top">
21     <a href="/exec/obidos/tg/stores/your/store-home/-
22     /0/dvd/ref=pd_ys_nav_d/103-5719040-0699022">DVD</a>
23     </td></tr>
24
25     <tr><td class="tiny" valign="top">&#8226</td>
26     <td class="small" valign="top">
27     <a href="/exec/obidos/tg/stores/your/store-home/-
28     /0/electronics/ref=pd_ys_nav_e/103-5719040-0699022">Electronics</a>
29     </td></tr>
30
31     <tr><td class="tiny" valign="top">&#8226</td>
32     <td class="small" valign="top">
33     <a href="/exec/obidos/tg/stores/your/store-home/-
34     /0/garden/ref=pd_ys_nav_ol/103-5719040-0699022">Outdoor Living</a>
35     </td></tr>
36
37     <tr><td class="tiny" valign="top">&#8226</td>
38     <td class="small" valign="top">
39     <a href="/exec/obidos/tg/stores/your/store-home/-
40     /0/hi/ref=pd_ys_nav_hi/103-5719040-0699022">Tools & Hardware</a>
41     </td></tr>
42
43     <tr><td class="tiny" valign="top">&#8226</td>
44     <td class="small" valign="top">
45     <a href="/exec/obidos/tg/stores/your/store-home/-
46     /0/jewelry/ref=pd_ys_nav_jw/103-5719040-0699022">Jewelry</a>
47     </td></tr>
48
49     <tr><td class="tiny" valign="top">&#8226</td>
50     <td class="small" valign="top">
51     <a href="/exec/obidos/tg/stores/your/store-home/-
52     /0/kitchen/ref=pd_ys_nav_k/103-5719040-0699022">Kitchen & Housewares</a>
53     </td></tr>
54
55     <tr><td class="tiny" valign="top">&#8226</td>
56     <td class="small" valign="top">

```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      <a href="/exec/obidos/tg/stores/your/store-home/-
2      /0/magazines/ref=pd_ys_nav_mag/103-5719040-0699022">Magazine
3      Subscriptions</a>
4      </td></tr>
5
6      <tr><td class="tiny" valign="top">&#8226;</td>
7      <td class="small" valign="top">
8      <a href="/exec/obidos/tg/stores/your/store-home/-
9      /0/music/ref=pd_ys_nav_m/103-5719040-0699022">Music</a>
10     </td></tr>
11
12     <tr><td class="tiny" valign="top">&#8226;</td>
13     <td class="small" valign="top">
14     <a href="/exec/obidos/tg/stores/your/store-home/-
15     /0/pc/ref=pd_ys_nav_pc/103-5719040-0699022">Computers</a>
16     </td></tr>
17
18     <tr><td class="tiny" valign="top">&#8226;</td>
19     <td class="small" valign="top">
20     <a href="/exec/obidos/tg/stores/your/store-home/-
21     /0/photo/ref=pd_ys_nav_p/103-5719040-0699022">Camera & Photo</a>
22     </td></tr>
23
24     <tr><td class="tiny" valign="top">&#8226;</td>
25     <td class="small" valign="top">
26     <a href="/exec/obidos/tg/stores/your/store-home/-
27     /0/software/ref=pd_ys_nav_sw/103-5719040-0699022">Software</a>
28     </td></tr>
29
30     <tr><td class="tiny" valign="top">&#8226;</td>
31     <td class="small" valign="top">
32     <a href="/exec/obidos/tg/stores/your/store-home/-/0/sporting-
33     goods/ref=pd_ys_nav_sg/103-5719040-0699022">Sports & Outdoor</a>
34     </td></tr>
35
36     <tr><td class="tiny" valign="top">&#8226;</td>
37     <td class="small" valign="top">
38     <a href="/exec/obidos/tg/stores/your/store-home/-
39     /0/toys/ref=pd_ys_nav_t/103-5719040-0699022">Toys & Games</a>
40     </td></tr>
41
42     <tr><td class="tiny" valign="top">&#8226;</td>
43     <td class="small" valign="top">
44     <a href="/exec/obidos/tg/stores/your/store-home/-
45     /0/video/ref=pd_ys_nav_v/103-5719040-0699022">Video</a>
46     </td></tr>
47
48     <tr><td class="tiny" valign="top">&#8226;</td>
49     <td class="small" valign="top">
50     <a href="/exec/obidos/tg/stores/your/store-home/-
51     /0/videogames/ref=pd_ys_nav_vg/103-5719040-0699022">Computer & Video
52     Games</a>
53     </td></tr>
54     </table>
55     </td>
56     </tr>

```

```

1      </table>
2
3      <br />
4
5      <table width="100%" cellpadding="0" cellspacing="0" style="border: 1px
6      solid #cccc99">
7      <tr bgcolor="#eeeecc"><td><table>
8      <tr><td class="small"><b><a href="/exec/obidos/flex-sign-
9      in/ref=pd_ys_nav_iyr/103-5719040-
10     0699022?opt=af&page=personalization/favorites/favorites-sign-in-
11     secure.html&response=tg/recs/ir-collection-edit/-/1/owned/all/">Improve
12     Your Recommendations</a></b></td></tr>
13     </table></td></tr>
14     <tr><td><table>
15     <tr><td class="small"><b>Peter</b>, improve what we recommend to you by
16     editing your collection:</td></tr>
17     <tr><td class="small"><span class="tiny">&#8226;</span> <a
18     href="/exec/obidos/flex-sign-in/ref=pd_ys_iyr_own/103-5719040-
19     0699022?opt=af&page=personalization/favorites/favorites-sign-in-
20     secure.html&response=tg/recs/ir-collection-edit/-/1/owned/all/">Items you
21     own</a> <span class="tiny">(9)</span></td></tr>
22     <tr><td class="small"><span class="tiny">&#8226;</span> <a
23     href="/exec/obidos/flex-sign-in/ref=pd_ys_iyr_wl/103-5719040-
24     0699022?opt=af&page=personalization/favorites/favorites-sign-in-
25     secure.html&response=tg/recs/ir-collection-edit/-/1/wishlist/all/">Items
26     on your Wish List</a> <span class="tiny">(0)</span></td></tr>
27
28     <tr><td class="small"><span class="tiny">&#8226;</span> <a
29     href="/exec/obidos/flex-sign-in/ref=pd_ys_iyr_rated/103-5719040-
30     0699022?opt=af&page=personalization/favorites/favorites-sign-in-
31     secure.html&response=tg/recs/ir-collection-edit/-/1/ratings/all/">Items
32     you've rated</a> <span class="tiny">(0)</span></td></tr>
33     <tr><td class="small"><span class="tiny">&#8226;</span> <a
34     href="/exec/obidos/flex-sign-in/ref=pd_ys_iyr_ni/103-5719040-
35     0699022?opt=af&page=personalization/favorites/favorites-sign-in-
36     secure.html&response=tg/recs/ir-collection-edit/-/1/not-
37     interested/all/">Items you've marked "Not interested"</a> <span
38     class="tiny">(0)</span></td></tr>
39     </table></td></tr>
40     </table>
41
42     <br />
43
44     <div class="small" style="padding: 2px; border: 1px solid #cccc99;text-
45     align: left">
46     <b class="h3color">Need Help?</b><br />
47     Visit our <a href="/exec/obidos/tg/browse/-/13316081/ref=pd_ys_help/103-
48     5719040-0699022">Help</a> area to learn more.
49     </div>
50
51     </td>
52     <td width="8"></td>
53     <td valign="top">
54
55     <table width="100%" border="0" cellpadding="3">
56     <tr>

```

HTML associated with Amazon.com "Recommended for Peter M Martin" page (Exhibit 42)

```

1      <td height="25"><table width="100%" border="0" cellspacing="0"
2      cellpadding="0">
3      <tr>
4
5      <td class="small">Recommendations for you are based on <a
6      href="/exec/obidos/flex-sign-in/ref=pd_ys_iyr_hn_own/103-5719040-
7      0699022?opt=af&page=recs/sign-in-secure.html&response=tg/recs/ir-
8      collection-edit/-/1/owned/all/">9 items you own</a> and more.</td>
9
10     <td><a href="/exec/obidos/tg/stores/your/store-home/-
11     /0/all/0/16/ref=pd_ys_0_next/103-5719040-0699022"></a></td>
14
15     </tr>
16     </table></td>
17     </tr>
18
19     <tr>
20     <td height="25" class="small"><span class="tiny">view:</span>
21     <b>All</b> |
22
23     <a href="/exec/obidos/tg/stores/your/store-home/-
24     /nr/all/0/ref=pd_ys_hn_nr/103-5719040-0699022">New Releases</a> |
25
26     <a href="/exec/obidos/tg/stores/your/store-home/-
27     /fr/all/0/ref=pd_ys_hn_fr/103-5719040-0699022">Coming Soon</a>
28
29     | <a href="/exec/obidos/tg/stores/your/store-home/-
30     /barg/all/0/ref=pd_ys_hn_barg/103-5719040-0699022">Bargains</a>
31
32     | <a href="/exec/obidos/tg/stores/your/watch-list/-
33     /1/ref=pd_ys_hn_watch/103-5719040-0699022">Your Watch List</a>
34     <small>(Beta)</small>
35
36     </tr>
37
38     </table>
39     <table cellspacing="0" cellpadding="0">
40
41     <tr>
42     <td colspan=3><hr noshade size=1 color=#cccc99 class=divider></td>
43     </tr>
44
45     <tr id="gut-row-1" valign="top">
46
47     <td rowspan=3>
48     <table border=0 cellpadding=0 cellspacing=0 width=100% class=small>
49     <tr valign=top>
50
51     <td align=left><b class=small>1&#46;&nbsp;</b></td>
52
53     <td><center>
54
55     <a href="/exec/obidos/tg/detail/-/B00005REHE/ref=pd_ys_ir_all_1/103-
56     5719040-0699022?v=glance&s=books>

```

```
1
2 </a>
4
5 <script language="Javascript1.1" type="text/javascript">
6 <!--
7 function amz_js_PopWin(url,name,options){
8 var ContextWindow = window.open(url,name,options);
9 ContextWindow.opener = this;
10 ContextWindow.focus();
11 }
12 function amz_js_RefreshOriginalWindow(url) {
13 if ((window.opener == null) || (window.opener.closed))
14 {
15 var OriginalWindow = window.open(url);
16 OriginalWindow.opener = this;
17 }
18 else{
19 window.opener.location=url;
20 }
21 }
22 //-->
23 </script>
24
25 <script language="Javascript1.1" type="text/javascript">
26 <!--
27 window.name = "amz_parent";
28 //-->
29 </script>
30
31 <br clear=all />
32
33 <table><tr><td align=center class=tiny><a href="/exec/obidos/tg/sim-
34 explorer/explore-items/-/B00005REHE/0/ref=pd_sexpl_r_b/103-5719040-
35 0699022" onclick="amz_js_PopWin('/exec/obidos/tg/sim-explorer/explore-
36 items-lite/-/B00005REHE/0/ref=pd_sexpl_r_b/103-5719040-
37 0699022','amz_rel_items','width=600,height=450,toolbar=no,resizable=yes,sc
38 rollbars=yes,status=no');return false;">See related
39 items</a></td></tr></table>
40
41 </td></tr></table>
42 </td>
43 <td colspan=2 width=100% class=small valign=middle>
44
45 <font face=verdana,arial,helvetica>
46
47 <a href=/exec/obidos/tg/detail/-/B00005REHE/ref=pd_ys_ir_all_1/103-
48 5719040-0699022?v=glance&s=books><b>What Is Strategy? (HBR OnPoint
49 Enhanced Edition) [DOWNLOAD: PDF]</b></a>
50
51 </font>
52
53 <br>
54
55 <font face=verdana,arial,helvetica size=-1>by Michael E. Porter</font><br>
56
```

Average Customer Review:

![4.0 out of 5 stars](http://g-images.amazon.com/images/G/01/x-locale/common/customer-reviews/stars-4-0.gif)

Publication Date: January 29, 2005

</td>

</tr>

<tr valign="top"><td>

Our Price:

<b class=price>

\$7.00

</td>

<td>

<table><tr><td>

<form style="margin-bottom:0;" method="POST"

action="http://www.amazon.com/gp/legacy-handle-buy-box.html/103-5719040-0699022" >

<input type="hidden" name="coliid" value="">

<input type="hidden" name="colid" value="">

<input type="hidden" name="asin.B00005REHE" value="1">

<input type="hidden" name="store-name" value=ebooks>

<input type="image" value="Add to Shopping Cart" name="submit.add-to-cart" src=http://g-images.amazon.com/images/G/01/buttons/add-to-cart-yellow-short.gif

border=0 width=113 height=23 >

</form>

</td></tr></table>

</td></tr>

<tr>

<td colspan=2>

<script language="Javascript" type="text/javascript">

var dpIsOwnedImages = new Array("http://g-

images.amazon.com/images/G/01//x-locale/personalization/i-own-it-off.gif",

"http://g-images.amazon.com/images/G/01//x-locale/personalization/i-own-it-on.gif");

var isOwnedImages = new Array("http://g-images.amazon.com/images/G/01//x-locale/personalization/i-own-it-off.gif",

```
1      "http://g-images.amazon.com/images/G/01//x-locale/personalization/i-own-
2      it-on.gif");
3      var historyNotInterestedImages = new Array("http://g-
4      images.amazon.com/images/G/01//x-locale/personalization/not-interested-
5      off.gif",
6      "http://g-images.amazon.com/images/G/01//x-locale/personalization/not-
7      interested-on.gif");
8      var notInterestedImages = new Array("http://g-
9      images.amazon.com/images/G/01//x-locale/personalization/not-interested-
10     off.gif",
11     "http://g-images.amazon.com/images/G/01//x-locale/personalization/not-
12     interested-on.gif");
13     var excludedImages = new Array("http://g-images.amazon.com/images/G/01//x-
14     locale/personalization/use-for-recs-on.gif",
15     "http://g-images.amazon.com/images/G/01//x-locale/personalization/use-for-
16     recs-off.gif");
17     var thankYouImage = "http://g-
18     images.amazon.com/images/G/01//detail/saved.gif";
19     var starImages = new Array("http://g-images.amazon.com/images/G/01//x-
20     locale/personalization/stars-not-rated.gif",
21     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
22     hate.gif",
23     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
24     dont-like.gif",
25     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
26     ok.gif",
27     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
28     like-it.gif",
29     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-i-
30     love-it.gif");
31     var nullStarMessage = "http://g-images.amazon.com/images/G/01//x-
32     locale/personalization/stars-text-rate.gif";
33     var starMap = new Array('0,0,14,20',
34     '15,0,30,20',
35     '31,0,43,20',
36     '44,0,56,20',
37     '57,0,69,20',
38     '70,0,82,20');
39     var starMessages = new Array("http://g-images.amazon.com/images/G/01//x-
40     locale/personalization/stars-text-not-rated.gif",
41     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
42     text-hate.gif",
43     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
44     text-dont-like.gif",
45     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
46     text-ok.gif",
47     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
48     text-like.gif",
49     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
50     text-love.gif",
51     "http://g-images.amazon.com/images/G/01//x-locale/personalization/stars-
52     text-saved.gif");
53
54     var savedRatings = new Array();
55     var changedRatings = new Array();
56     var savedNotInterested = new Array();
```